

WPRL FM is a public radio station licensed to Alcorn State University a historically black university located in the Southwest Mississippi. The station serves more than five thousand student, faculty and staff and community members in addition to more than twenty five thousand listeners in Jefferson, Claiborne, Adams, Warren counties of Mississippi and Tenesas Parish of Lousiana . All our listeners come to public radio station broadcast because of our uniuqet programming and quality of our audio. HD Radio improved some quality and elimination of distoring interference are important factors that will motivate us to transition to digita broadcasting. Howeve the important factor for WPRL is the capability to serve supplemental audio programming or multiplexing . The station believes the use of supplemental audio is integral to our public service mission and enables us to expand programming to meet our listeners needs. As I mentioned before most of our listening audience are predominantly rural and black minorities.

2. WPRL strives to provide quality, in-depth programming comming from nationally sources such as NPR, PRI, AP and other independenly producers. Multiplexing of the digital audio signal will enable us to provide programs specific audiences that are not currently served who are mostly rural and black. Our local audience demands local news and unique and enriching musical and talk programs design to meet their local needs. The supplemental audio channel will provide us with a very cost effective means of expanding qualtiy and quantity of local diverse cultural programming thereby improving our overall offerings to our community we serve.

3. Current analog radio technology limits our radio station to providing only one programming service to our community. Digital broadcasting with multicasting capabilities, will enable our radio station to use new and enrich programming to diverse audience . Cost effectiveness will also provide us help to run our station.

4. WPRL is a public radio station serves the intectual cultural, and educational needs in addition to news information to the rural and minority community in our service area. Our radio station works closely with the different departments of Alcorn State University, local school districts and public libraries. The multiplexing will provide tremendous opportunities to accomodate necessary program requirements to enrich local social cultural initiatives in our service area.

5. Beyound authorizing the HD Radio technology to offer supplemental audio channels, the FCC's goals will be well served by providing non commerical educations stations with maximun fexlibility to serve the needs and interest of our listeners in Southwest Mississippi.